



# Forest County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

# Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	16
Business Characteristics .....	20
Workforce Characteristics .....	22
Educational Pipeline .....	27
In-Demand Skills .....	28

## Report Parameters

### 1 County

55041 Forest County, WI

---

### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

# Economy Overview

**9,381**

**Population (2022)**

Population **grew by 400** over the last 5 years and is projected to **grow by 850** over the next 5 years.

**3,472**

**Total Regional Employment**

Jobs **decreased by 119** over the last 5 years but are projected to **grow by 289** over the next 5 years.

**\$52.0K**

**Median Household Income (2021)**

Median household income is **\$17.1K below** the national median household income of \$69.0K.

## Takeaways

- As of 2022 the region's population **increased by 4.5%** since 2017, growing by 400. Population is expected to **increase by 9.1%** between 2022 and 2027, adding 850.
- From 2017 to 2022, jobs **declined by 3.3%** in Forest County, WI from 3,591 to **3,472**. This change **fell short of the national growth rate of 3.8% by 7.1%**. As the number of jobs declined, the **labor force participation rate decreased from 55.0% to 49.7% between 2017 and 2022**.
- Concerning educational attainment, **11.9% of Forest County, WI residents possess a Bachelor's Degree** (8.9% below the national average), and **11.9% hold an Associate's Degree** (3.0% above the national average).
- The top three industries in 2022 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

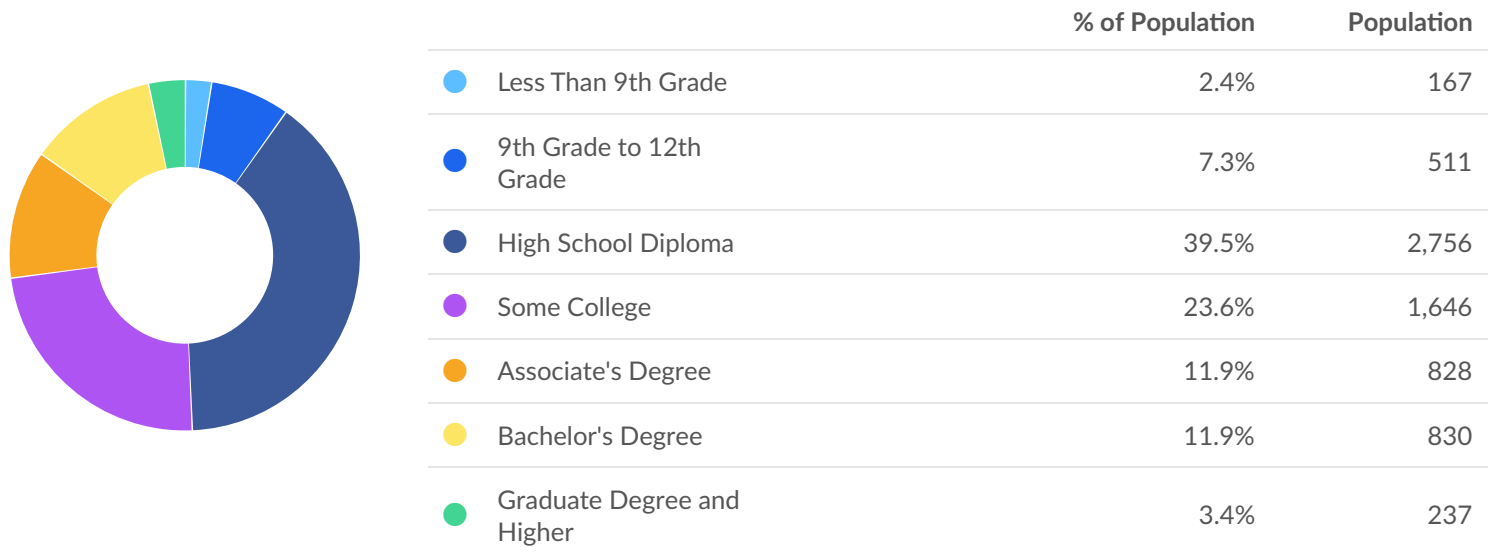
	Population (2023)	Labor Force (Aug 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	9,583	3,969	3,472	98.7	\$341.47M	\$779.99M	\$668.98M
NCWRPC	453,889	225,301	222,684	99.4	\$25.83B	\$33.49B	\$31.92B
Wisconsin	5,921,135	3,169,909	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

## Aug 2023 Labor Force Breakdown



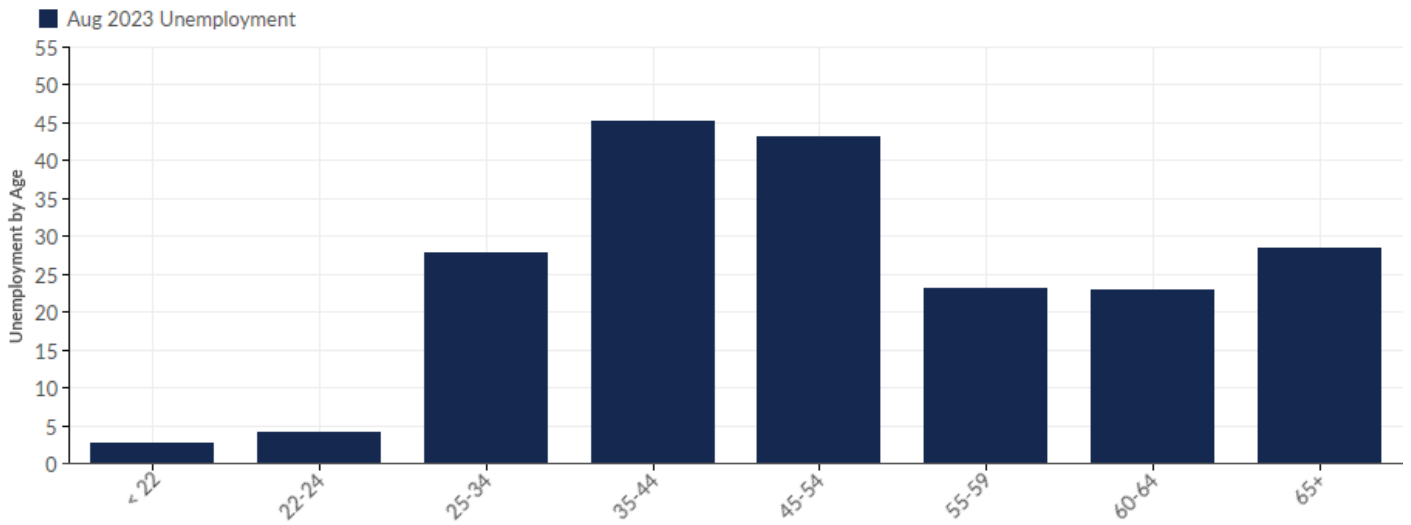
## Educational Attainment

Concerning educational attainment, **11.9% of Forest County, WI residents possess a Bachelor's Degree** (8.9% below the national average), and **11.9% hold an Associate's Degree** (3.0% above the national average).



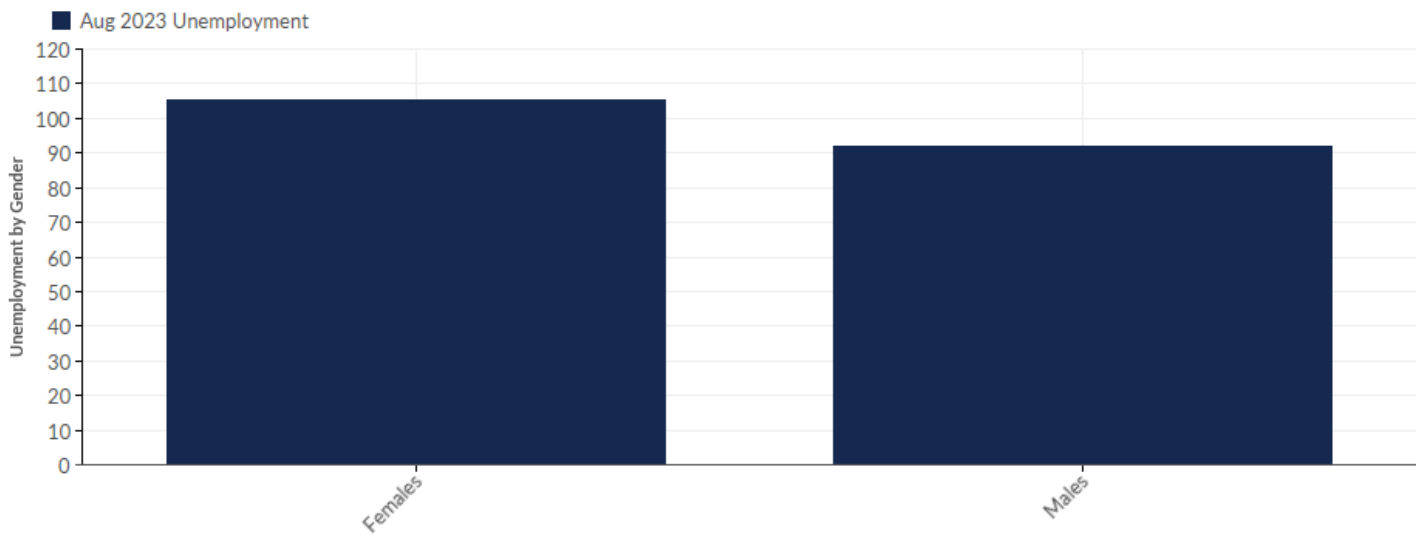
# Unemployment by Demographics

## Unemployment by Age



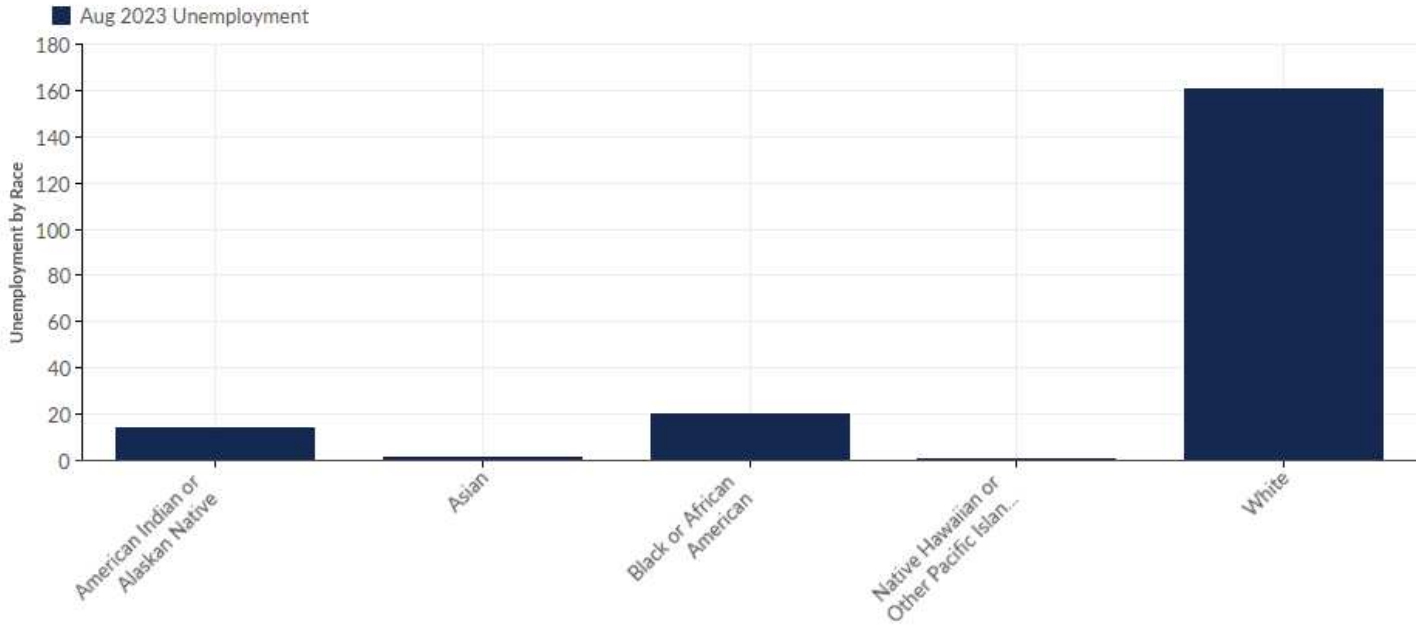
Age	Unemployment (Aug 2023)	% of Unemployed
< 22	3	1.52%
22-24	4	2.03%
25-34	28	14.21%
35-44	45	22.84%
45-54	43	21.83%
55-59	23	11.68%
60-64	23	11.68%
65+	28	14.21%
Total	197	100.00%

## Unemployment by Gender



Gender	Unemployment (Aug 2023)	% of Unemployed
Females	105	53.30%
Males	92	46.70%
Total	197	100.00%

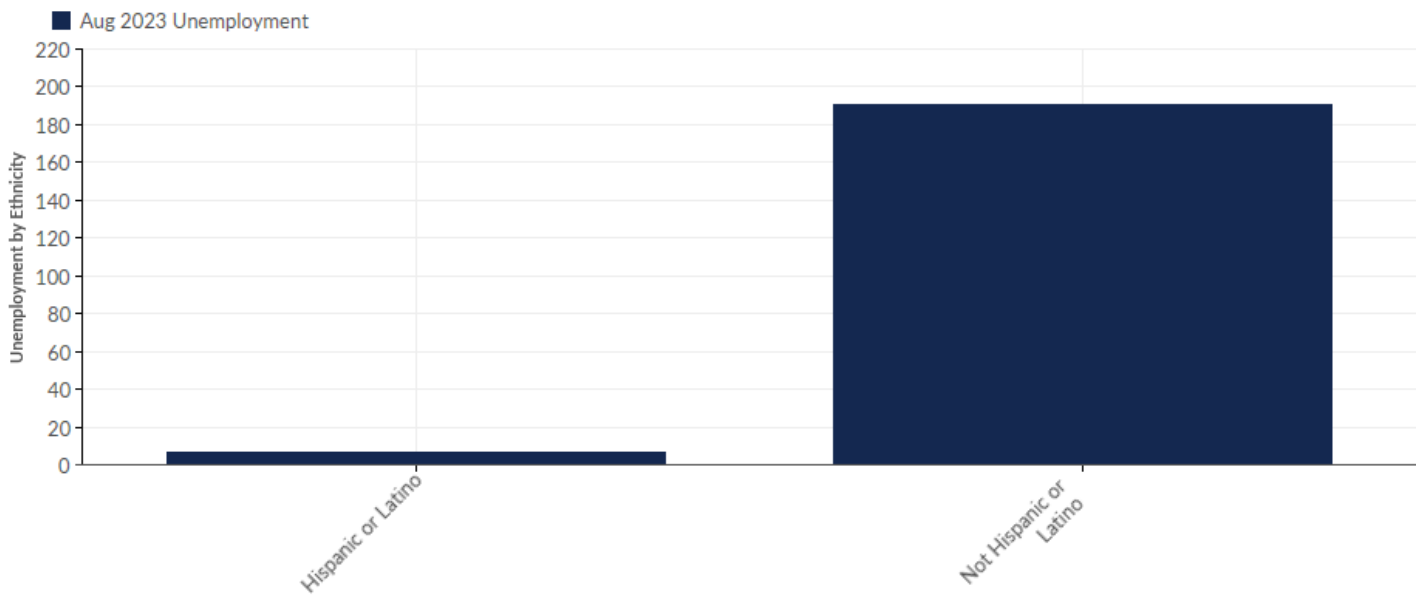
## Unemployment by Race



Race	Unemployment (Aug 2023)	% of Unemployed
American Indian or Alaskan Native	14	7.11%
Asian	1	0.51%
Black or African American	20	10.15%
Native Hawaiian or Other Pacific Islander	1	0.51%
White	161	81.73%
<b>Total</b>	<b>197</b>	<b>100.00%</b>



## Unemployment by Ethnicity

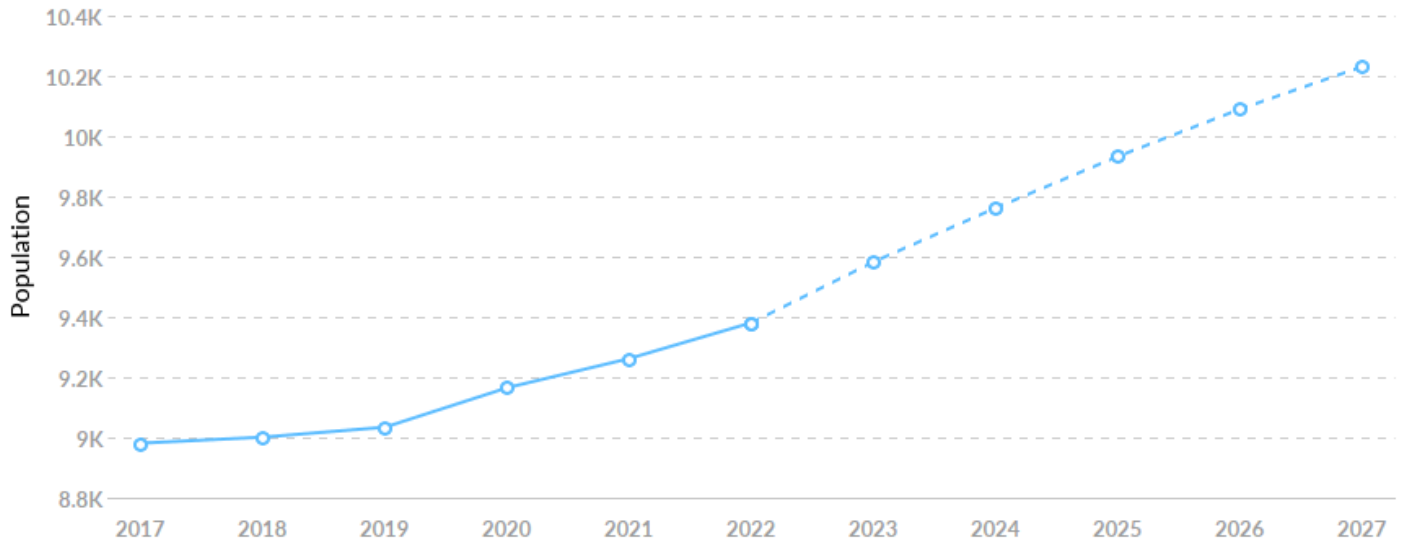


Ethnicity	Unemployment (Aug 2023)	% of Unemployed
Hispanic or Latino	7	3.55%
Not Hispanic or Latino	190	96.45%
Total	197	100.00%

# Historic & Projected Trends

## Population Trends

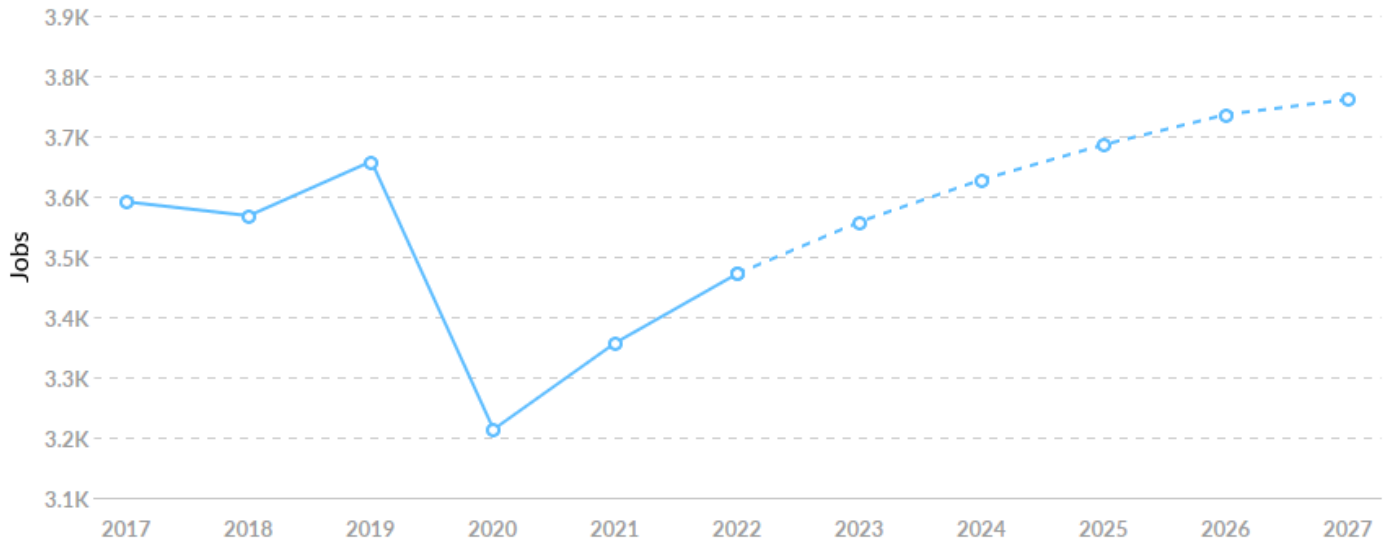
As of 2022 the region's population increased by 4.5% since 2017, growing by 400. Population is expected to increase by 9.1% between 2022 and 2027, adding 850.



Timeframe	Population
2017	8,981
2018	9,001
2019	9,034
2020	9,165
2021	9,262
2022	9,381
2023	9,583
2024	9,762
2025	9,933
2026	10,090
2027	10,231

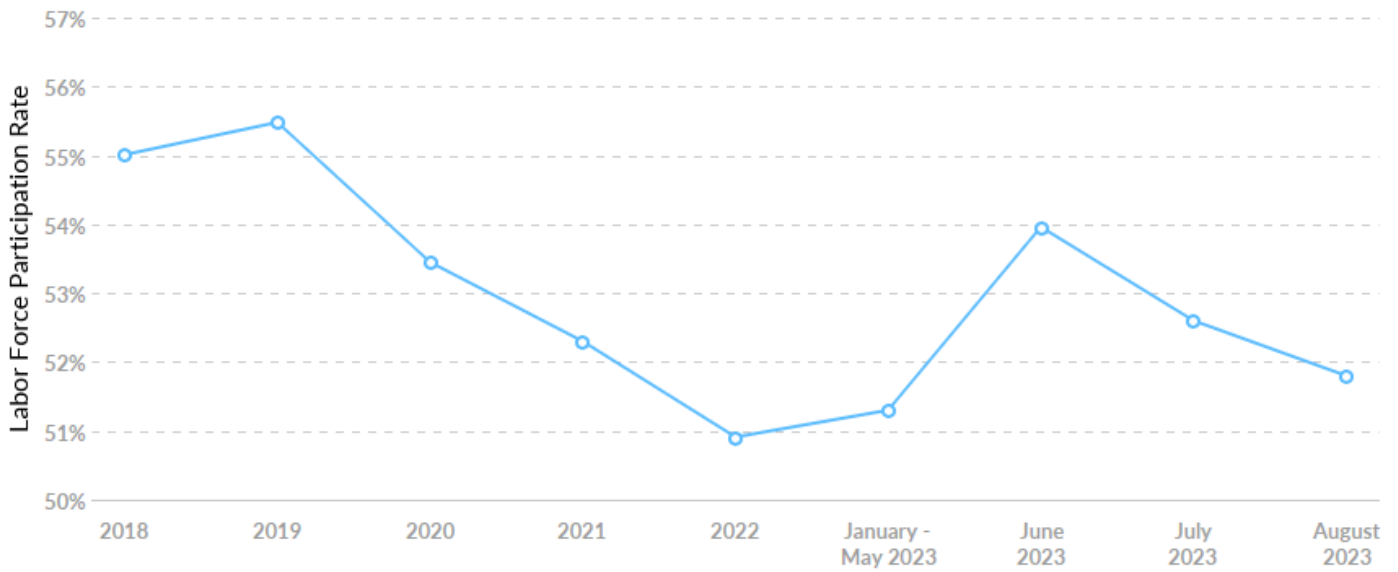
## Job Trends

From 2017 to 2022, jobs declined by 3.3% in Forest County, WI from 3,591 to 3,472. This change fell short of the national growth rate of 3.8% by 7.1%.



Timeframe	Jobs
2017	3,591
2018	3,568
2019	3,658
2020	3,213
2021	3,357
2022	3,472
2023	3,558
2024	3,628
2025	3,686
2026	3,736
2027	3,761

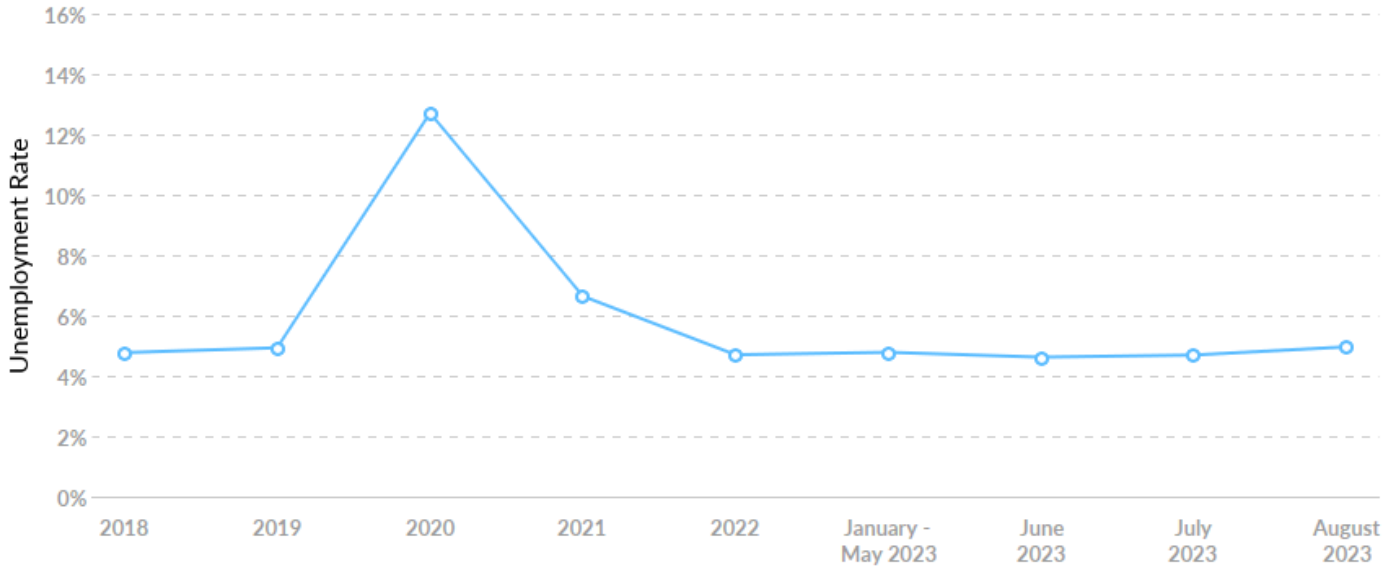
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	55.01%
2019	55.48%
2020	53.45%
2021	52.30%
2022	50.91%
January - May 2023	51.30%
June 2023	53.96%
July 2023	52.60%
August 2023	51.80%

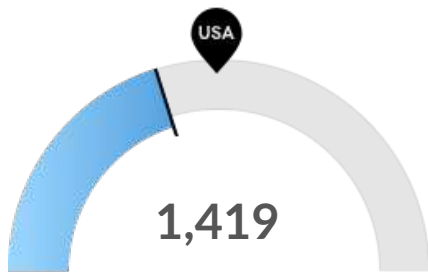
## Unemployment Rate Trends

Forest County, WI had an August 2023 unemployment rate of 4.96%, **increasing from 4.77%** 5 years before.



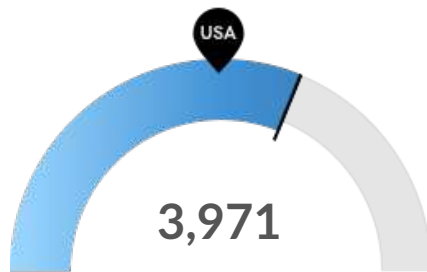
Timeframe	Unemployment Rate
2018	4.77%
2019	4.93%
2020	12.70%
2021	6.64%
2022	4.70%
January - May 2023	4.78%
June 2023	4.62%
July 2023	4.69%
August 2023	4.96%

## Population Characteristics



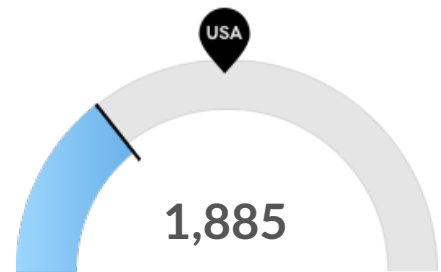
**Millennials**

Forest County, WI has 1,419 millennials (ages 25-39). The national average for an area this size is 1,907.



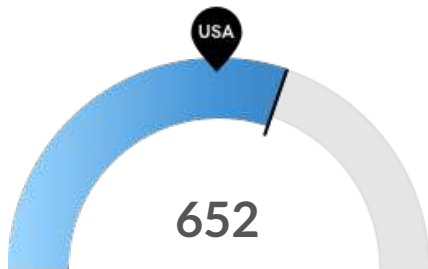
**Retiring Soon**

Retirement risk is high in Forest County, WI. The national average for an area this size is 2,811 people 55 or older, while there are 3,971 here.



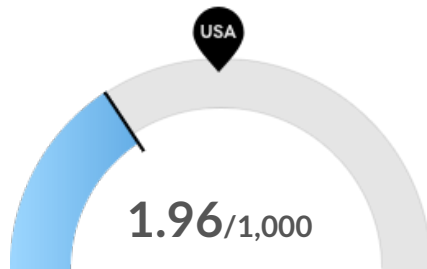
**Racial Diversity**

Racial diversity is low in Forest County, WI. The national average for an area this size is 3,858 racially diverse people, while there are 1,885 here.



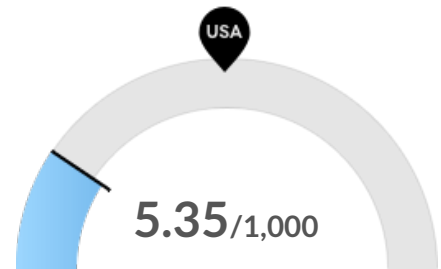
**Veterans**

Forest County, WI has 652 veterans. The national average for an area this size is 486.



**Violent Crime**

Forest County, WI has 1.96 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

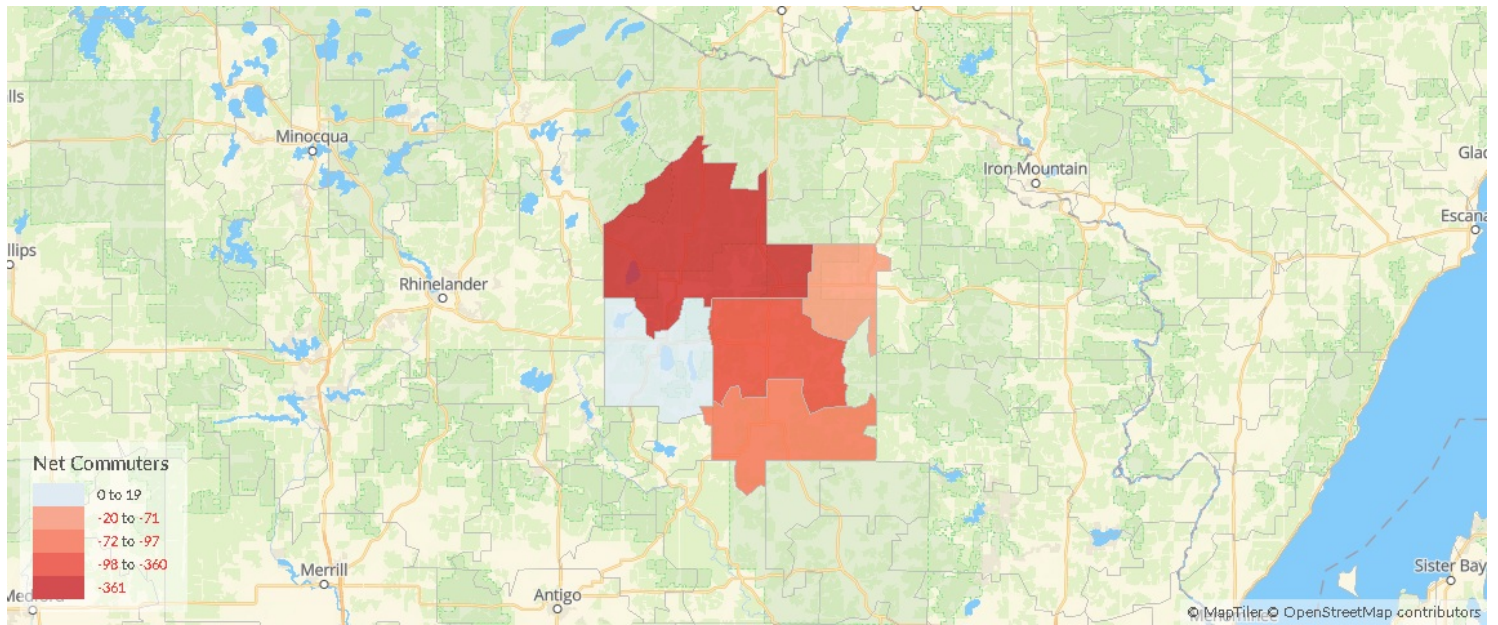


**Property Crime**

Forest County, WI has 5.35 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in Forest County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

ZIP	Name	2022 Employment
54520	Crandon, WI (in Forest c...	1,745
54566	Wabeno, WI (in Forest c...	553
54541	Laona, WI (in Forest cou...	553
54511	Argonne, WI (in Forest c...	400
54103	Armstrong Creek, WI (in...	220

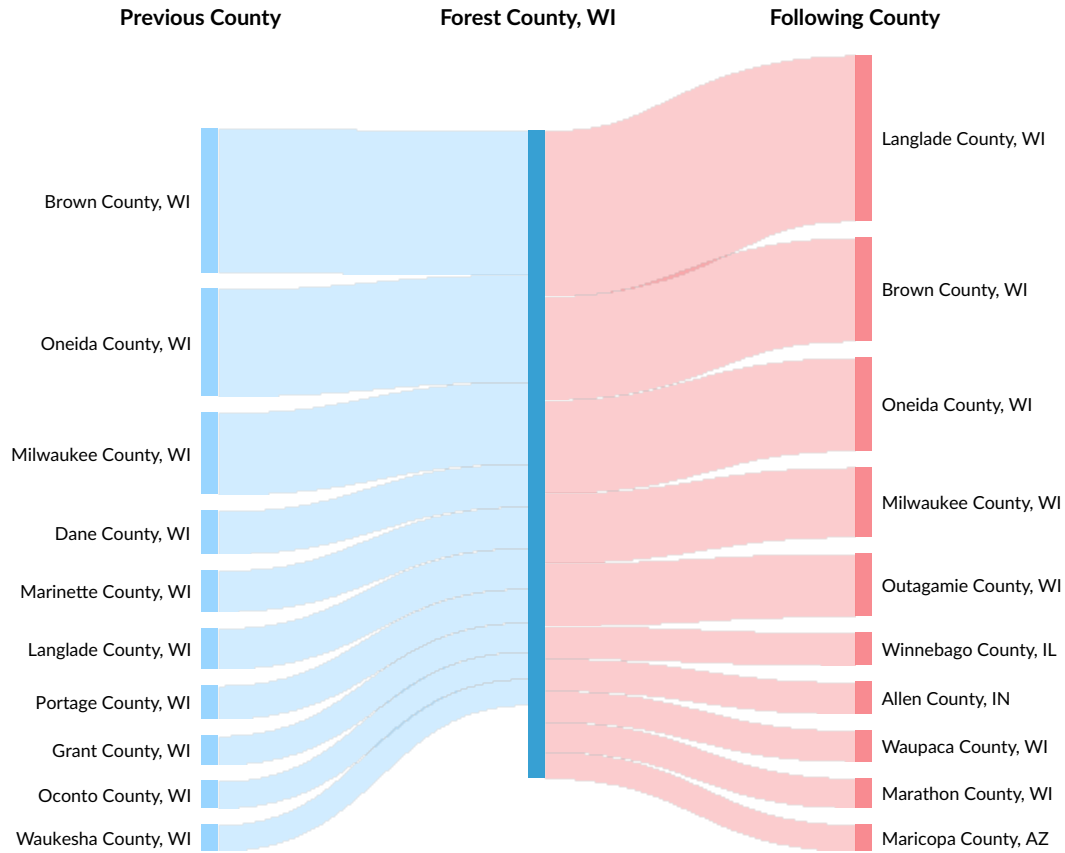
### Where Talent Lives

ZIP	Name	2022 Workers
54520	Crandon, WI (in Forest c...	1,745
54511	Argonne, WI (in Forest c...	761
54541	Laona, WI (in Forest cou...	651
54566	Wabeno, WI (in Forest c...	626
54103	Armstrong Creek, WI (in...	240

# Inbound and Outbound Migration

The table below analyzes past and current residents of Forest County, WI. The left column shows residents of other counties migrating to Forest County, WI. The right column shows residents migrating from Forest County, WI to other counties.

As of 2020, 42 people have migrated from Brown County, WI to Forest County, WI. In the same year, 48 people left Forest County, WI migrating to Langlade County, WI. The total Net Migration for Forest County, WI in 2020 was -1.



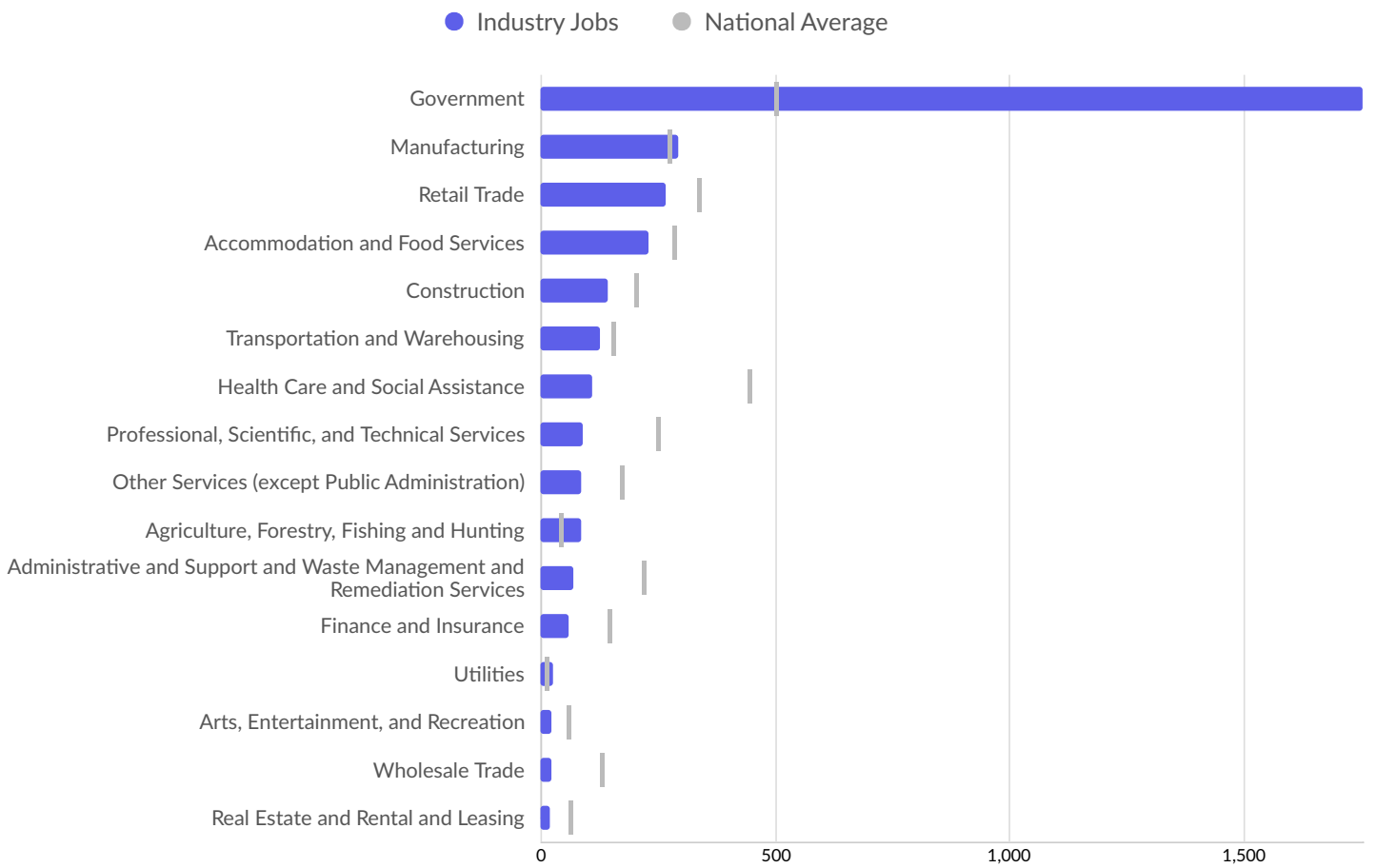
Top Previous Counties	Migrations
Brown County, WI	42
Oneida County, WI	31
Milwaukee County, WI	24
Dane County, WI	12
Marinette County, WI	12
Langlade County, WI	12



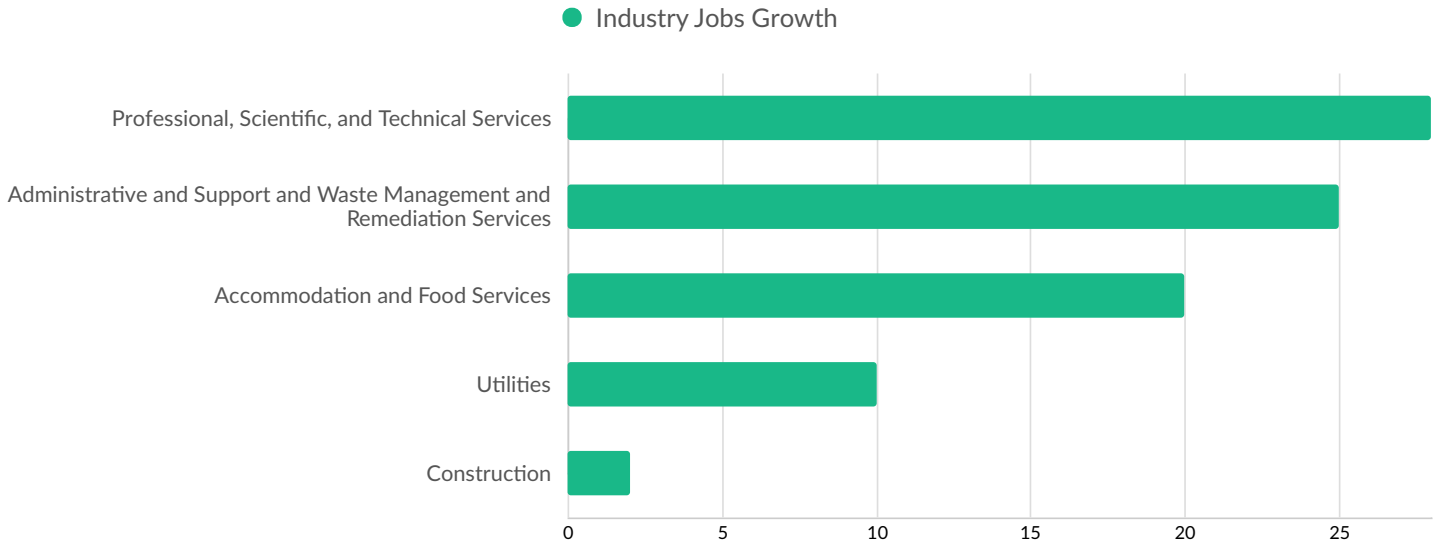
Top Previous Counties	Migrations
Portage County, WI	10
Grant County, WI	8
Oconto County, WI	8
Waukesha County, WI	8
Marathon County, WI	7
Racine County, WI	7
Shawano County, WI	7
Outagamie County, WI	6
Rusk County, WI	5
Top Following Counties	Migrations
Langlade County, WI	48
Brown County, WI	30
Oneida County, WI	27
Milwaukee County, WI	20
Outagamie County, WI	18
Winnebago County, IL	10
Allen County, IN	9
Waupaca County, WI	9
Marathon County, WI	9
Maricopa County, AZ	8
Cambria County, PA	6
Williamson County, IL	6
Lee County, FL	6
DuPage County, IL	6
Dodge County, WI	5

# Industry Characteristics

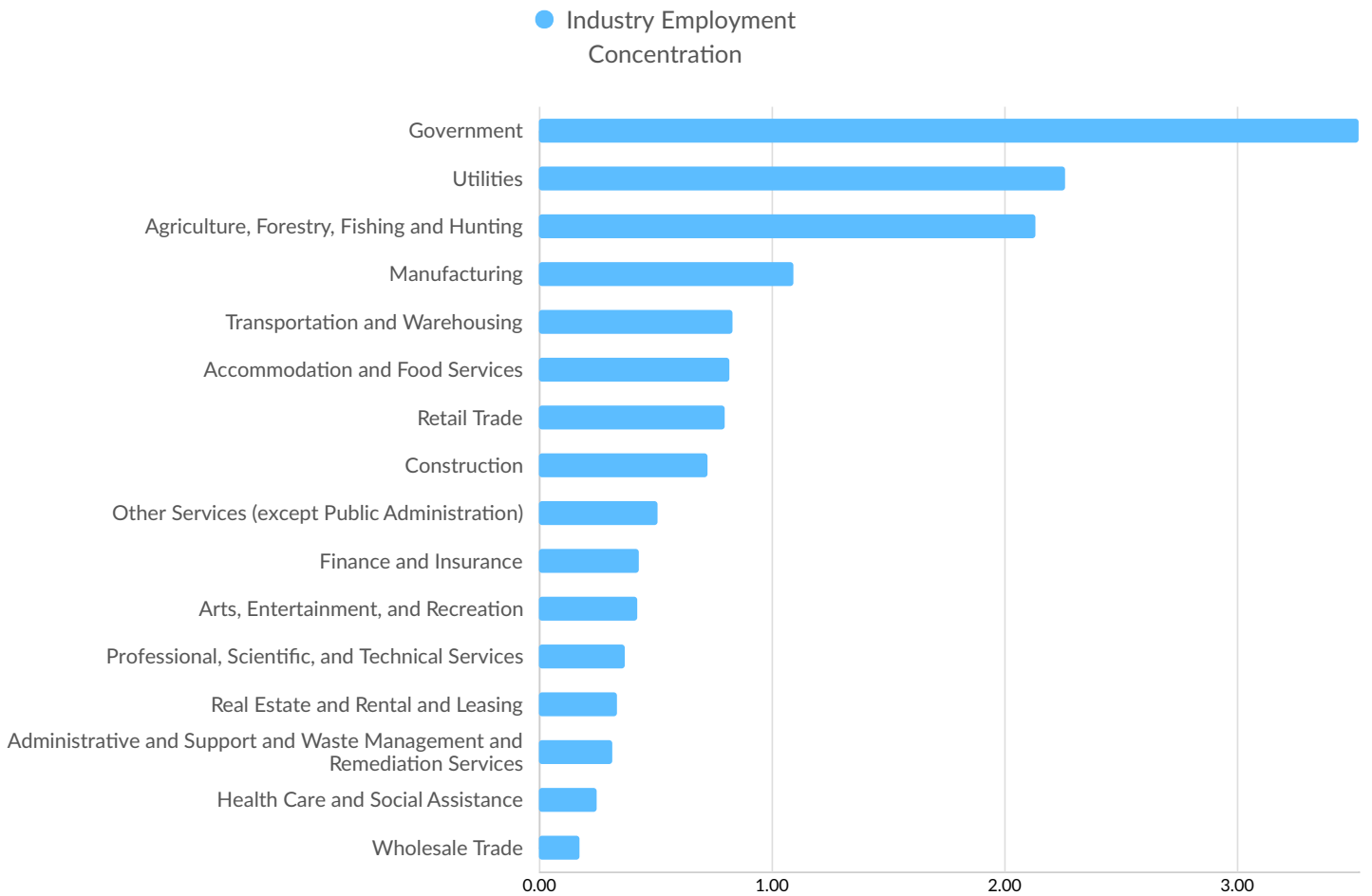
## Largest Industries



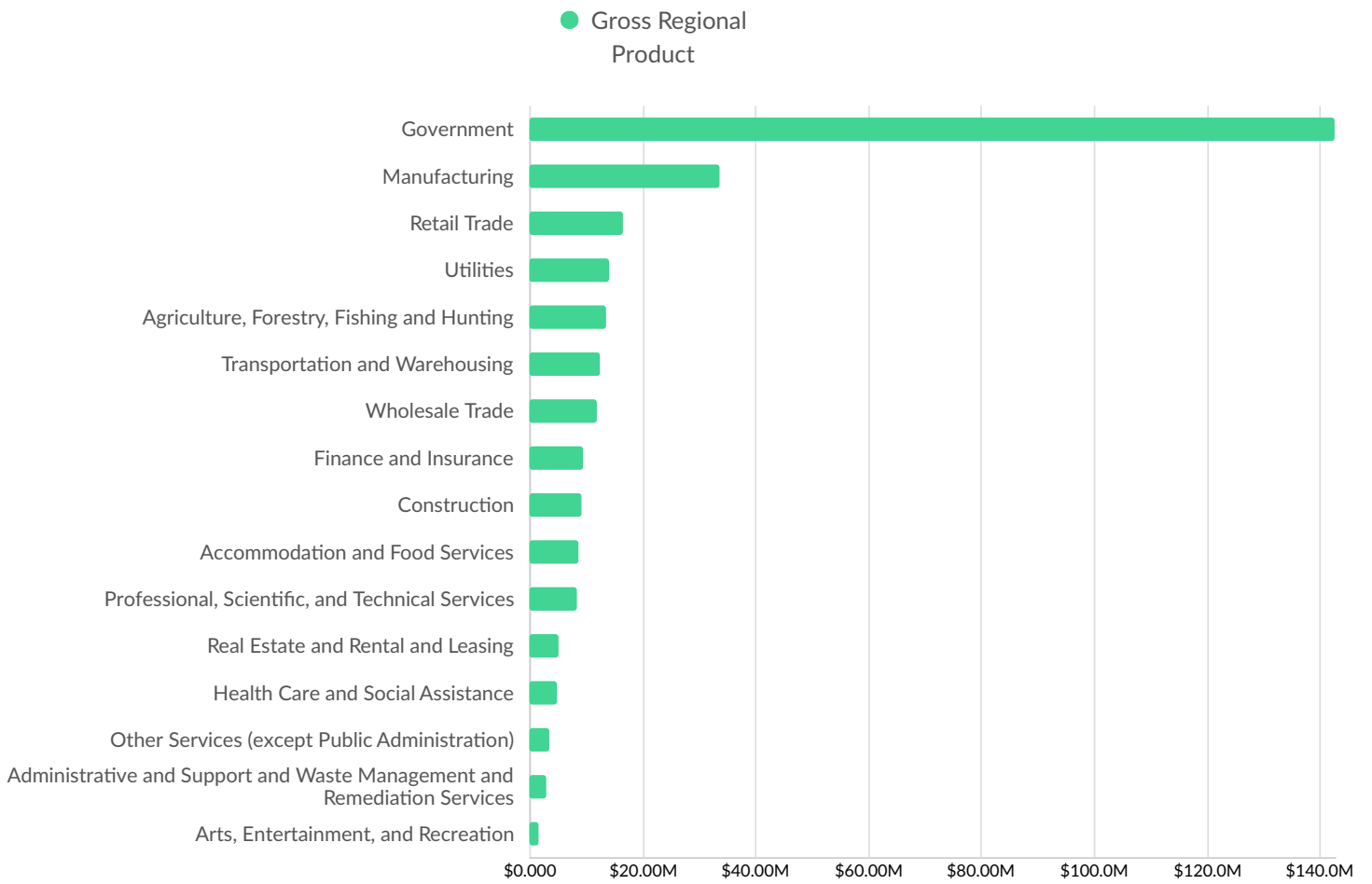
## Top Growing Industries



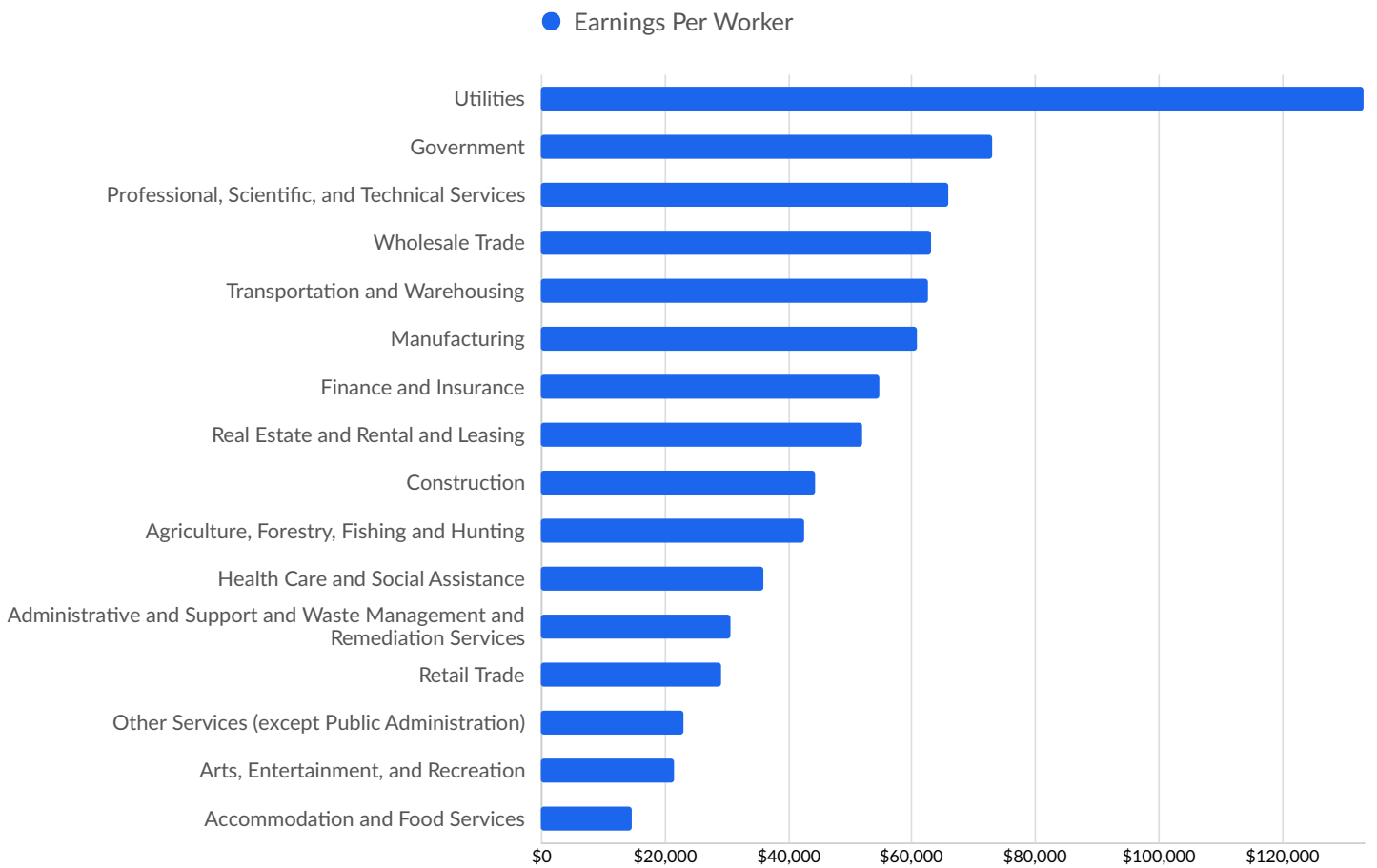
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



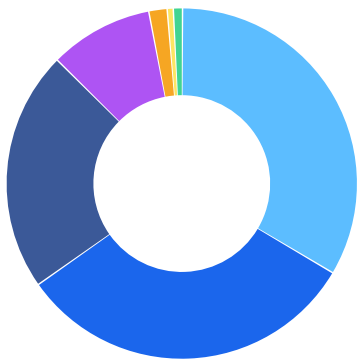
# Business Characteristics

## 626 Companies Employ Your Workers

Online profiles for your workers mention 626 companies as employers, with the top 10 appearing below. In the last 12 months, 41 companies in Forest County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Potawatomi Bingo Casino	84 	RPh on the Go	15 
Potawatomi Carter Casino Hotel	29 	Dollar General	11 
Crandon School District	22 	Aston Carter	10 
School District Of Crandon	22 	Dollar Tree	7 
Sokaogon Chippewa Community	21 	ShiftKey	6 
School District Laona	14 	Career Tree Network	5 
Forest County Potawatomi Heal...	13 	Accountable Healthcare Staffing	4 
United States Forest Service	12 	Associated Bank	4 
Ministry Health Care	11 	Eshyft	4 
Potawatomi Hotel & Casino	11 	Spar Field Services	4 

## Business Size

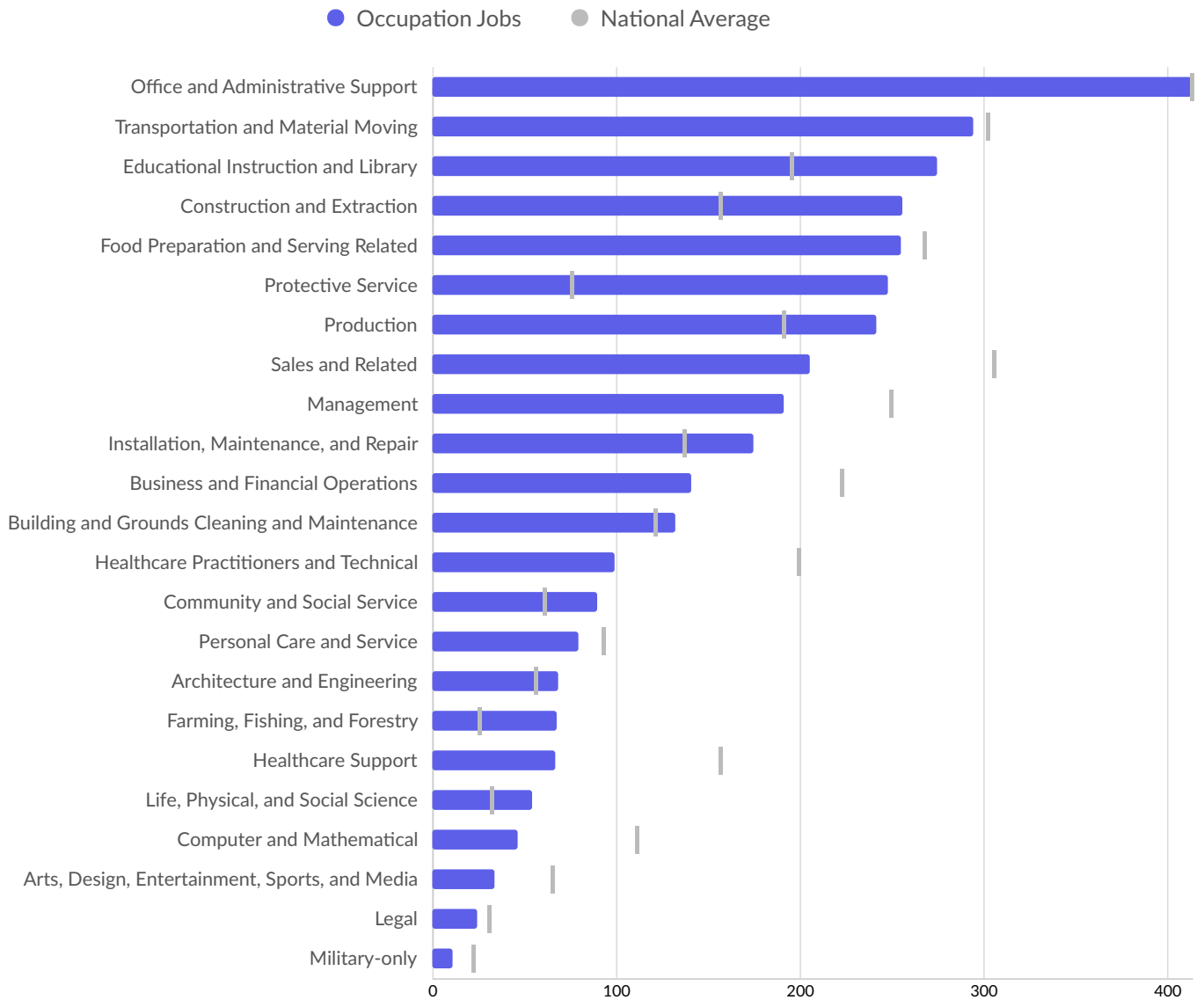


	Percentage	Business Count
1 to 4 employees	33.4%	119
5 to 9 employees	31.7%	113
10 to 19 employees	22.2%	79
20 to 49 employees	9.6%	34
50 to 99 employees	1.7%	6
100 to 249 employees	0.6%	2
250 to 499 employees	0.8%	3

\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

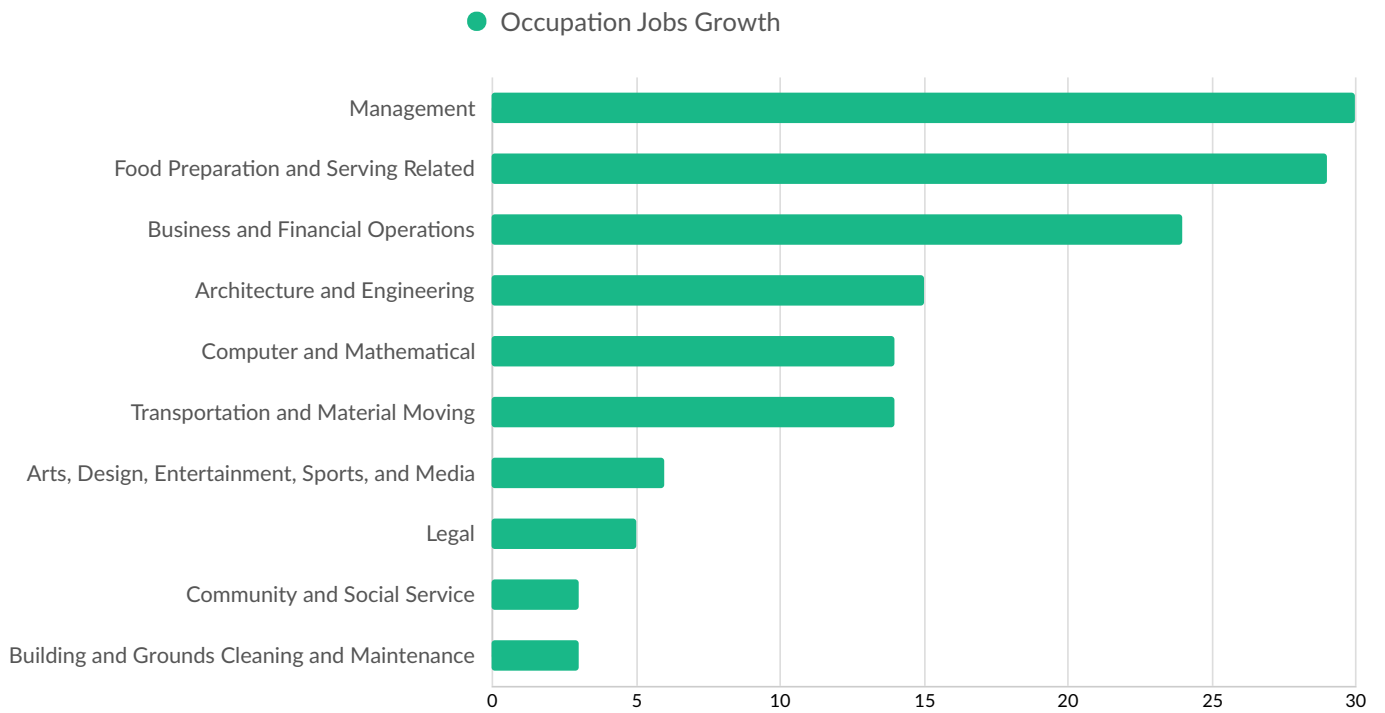
# Workforce Characteristics

## Largest Occupations



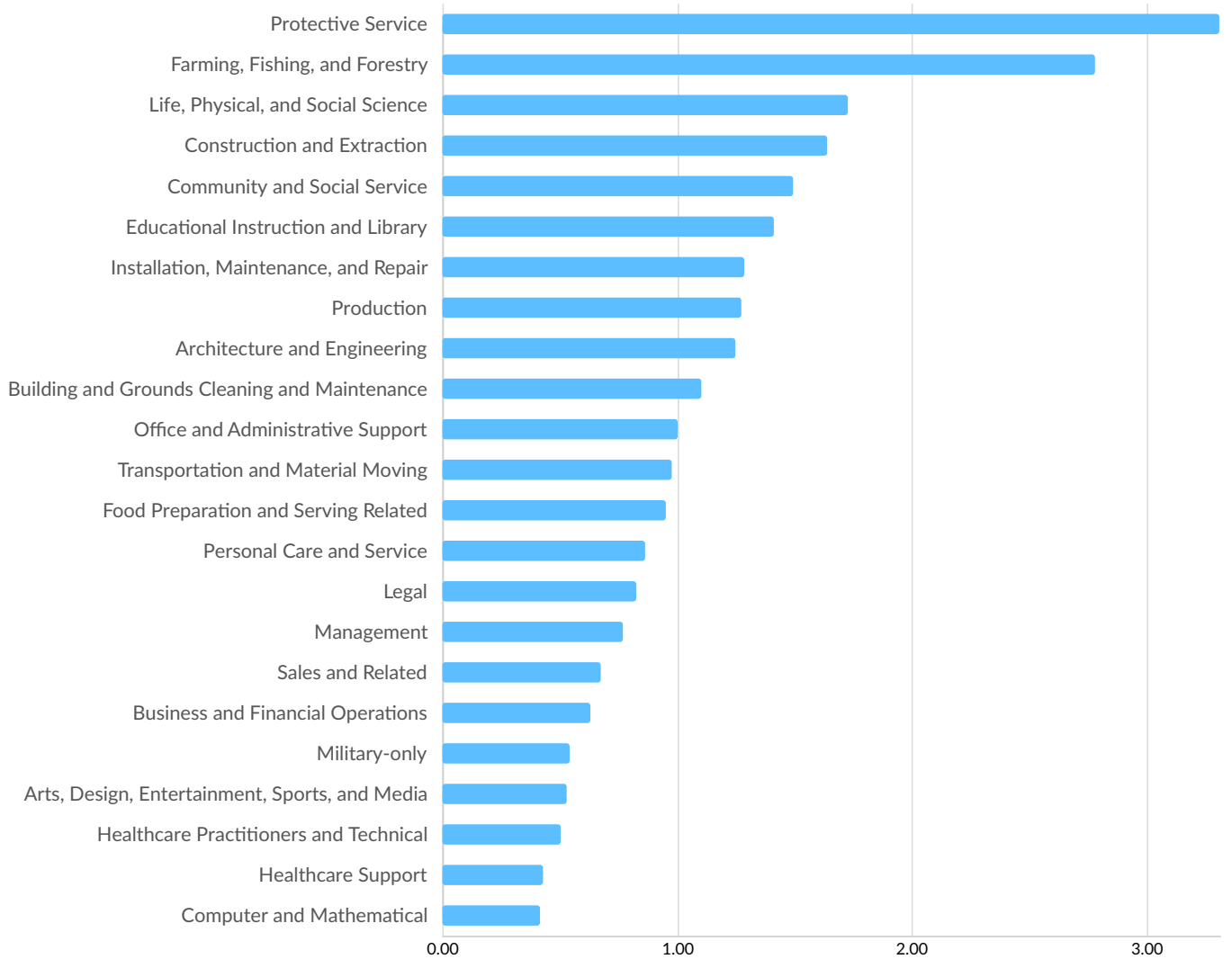


## Top Growing Occupations

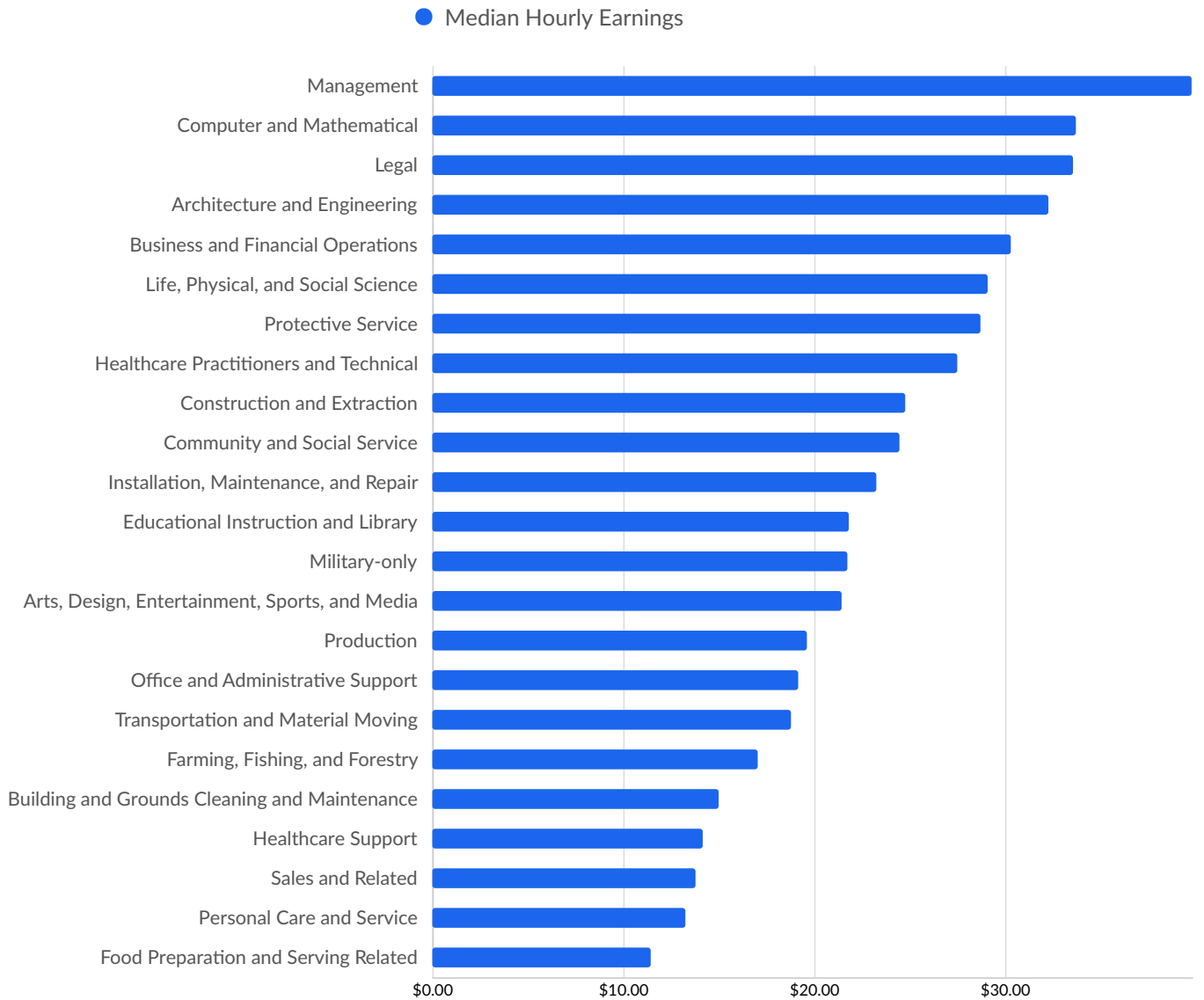


## Top Occupation Employment Concentration

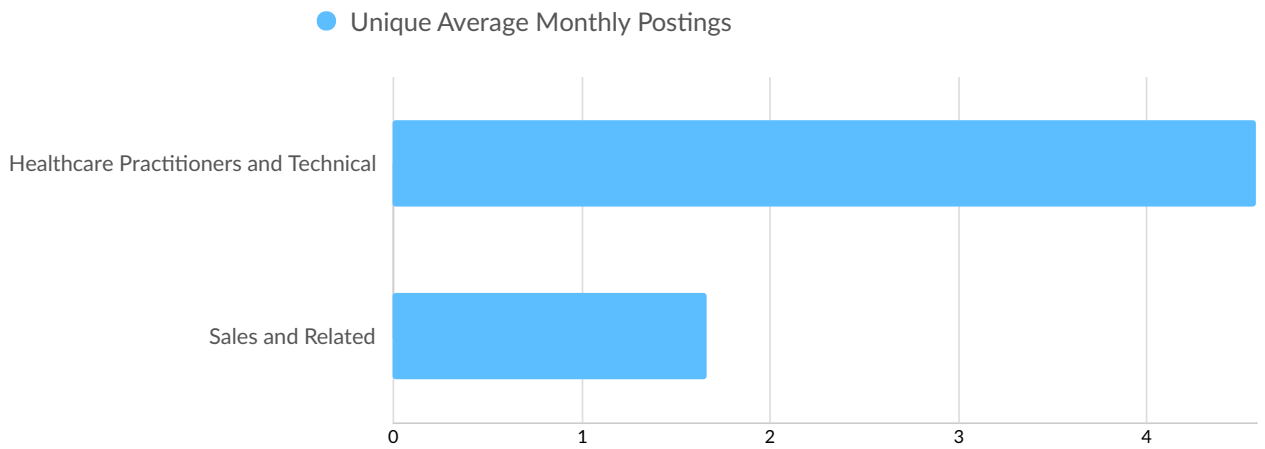
● Occupation Employment Concentration



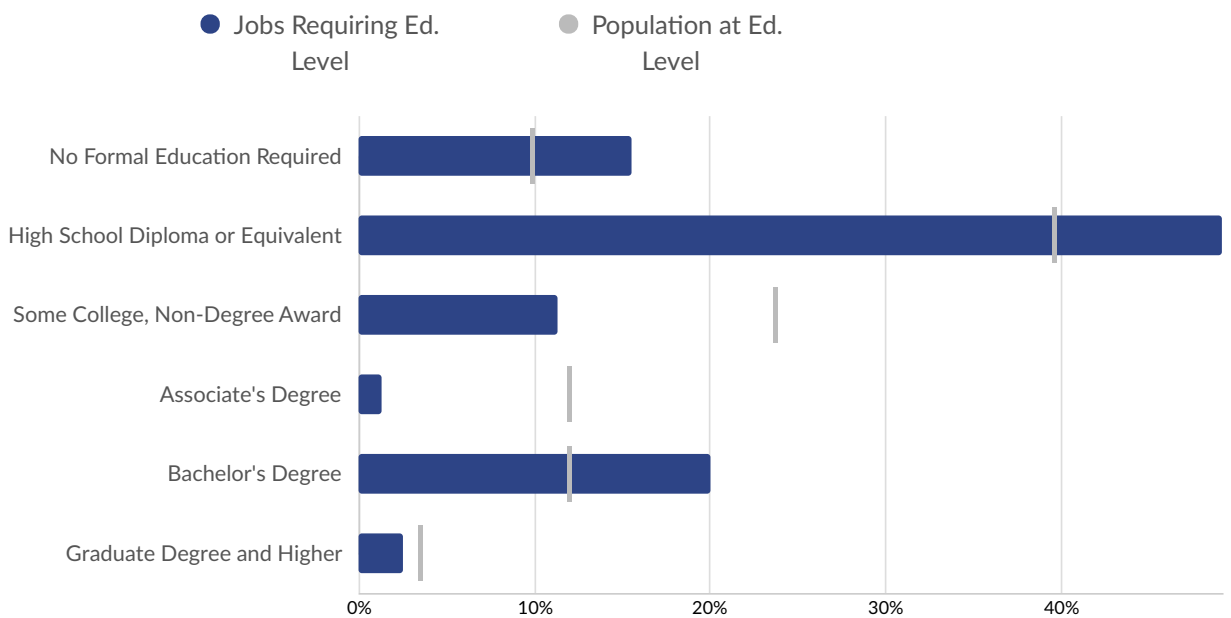
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

Over the last 5 years, no schools in Forest County, WI produced graduates.

# In-Demand Skills

